

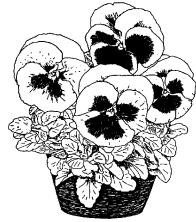
FLORICULTURE CROPS

Connecticut and Massachusetts floriculture operations had 19.6 million square feet of greenhouse space under cover in 1999. This ranked eighth in the nation, while individually, Massachusetts ranked 13th, and Connecticut ranked 16th.

Connecticut: The number of commercial growers decreased by 9 from the previous year to 288 growers in 1999. Wholesale equivalent value of sales increased from \$64.9 million to \$67.9 million in 1999. Bedding/garden plants were again the largest sales category with 83 percent of wholesale

equivalent sales for operations with over \$100,000 in sales.

Massachusetts: The number of commercial growers decreased by 18 from the previous year to 458 growers in 1999. Wholesale equivalent value of sales increased from \$70.1 million to \$76.1 million in 1999. Bedding/garden plants were the largest sales category with 66 percent of wholesale equivalent sales for operations with over \$100,000 in sales.



FLORICULTURE CROPS: Growing Area by Type of Cover, 1990 - 1999

STATE & YEAR	Total Number of Growers	Glass Greenhouses	Fiberglass and Other Rigid Greenhouses	Film Plastic (Single/Multi) Greenhouses	Total Greenhouse Cover	Shade and Temporary Cover	Total Covered Area	Open Ground
Connecticut - all known growers with \$10,000 or more in Floriculture sales								
1990	138	899	217	2,853	3,969	41	4,010	95
1991	192	982	313	3,568	4,863	98	4,961	133
1992	211	1,236	432	3,928	5,596	61	5,657	164
1993	250	1,290	497	4,029	5,816	145	5,961	196
1994	239	1,326	362	4,232	5,920	99	6,019	144
1995	267	1,360	506	4,253	6,119	150	6,269	210
1996	252	1,316	546	4,287	6,149	220	6,369	168
1997	293	1,431	837	5,429	7,697	282	7,979	329
1998	297	1,653	819	6,659	9,131	232	9,363	410
1999	288	1,568	739	7,125	9,432	184	9,616	373
Massachusetts - all known growers with \$10,000 or more in Floriculture sales								
1990	233	2,116	840	3,275	6,231	102	6,333	161
1991	220	2,159	724	3,735	6,618	87	6,705	148
1992	362	2,289	1,249	4,795	8,333	171	8,504	247
1993	438	2,188	1,549	5,461	9,198	71	9,269	238
1994	395	2,101	1,408	5,097	8,606	111	8,717	201
1995	447	2,214	1,349	6,119	9,682	174	9,856	322
1996	416	2,202	1,239	6,006	9,447	181	9,628	319
1997	499	1,937	1,180	7,051	10,168	155	10,323	388
1998	476	1,947	1,193	7,568	10,708	117	10,825	431
1999	458	2,039	953	7,172	10,164	84	10,248	435
Connecticut - all known growers with \$100,000 or more in Floriculture sales								
1993	76	1,082	191	2,746	4,019	80	4,099	117
1994	77	1,113	128	2,973	4,214	60	4,274	92
1995	87	1,156	239	2,918	4,313	65	4,378	105
1996	95	1,137	255	3,081	4,473	160	4,633	119
1997	106	1,118	525	4,131	5,774	254	6,028	207
1998	112	1,294	591	5,444	7,329	191	7,520	304
1999	112	1,247	608	5,656	7,511	128	7,639	304
Massachusetts - all known growers with \$100,000 or more in Floriculture sales								
1993	111	1,530	1,143	2,838	5,511	22	5,533	115
1994	121	1,653	1,009	3,109	5,771	51	5,822	104
1995	136	1,740	906	4,024	6,670	116	6,786	134
1996	140	1,865	972	4,116	6,953	118	7,071	163
1997	146	1,545	912	4,210	6,667	15	6,682	208
1998	163	1,616	953	4,901	7,470	34	7,504	255
1999	147	1,637	723	4,691	7,051	55	7,106	268

FLORICULTURE CROPS: Number of Growers, by Size of Reported Gross Value of Sales, 1992-1999
(Summarized from interviews of all known growers with \$10,000 or more in Floriculture sales)

STATE	\$10,000 to \$19,999	\$20,000 to \$39,999	\$40,000 to \$49,999	\$50,000 to \$99,999	\$100,000 to \$499,999	\$500,000 or More	Total	\$1,000 Dollars	
	Number								
Connecticut									
1992	26	44	10	49	64	18	211	35,452	
1993	44	43	20	67	60	16	250	40,881	
1994	46	35	15	66	58	19	239	41,542	
1995	54	41	24	61	64	23	267	46,251	
1996	43	37	25	52	68	27	252	49,473	
1997	60	44	22	61	77	29	293	59,939	
1998	57	56	17	55	89	23	297	64,926	
1999	53	48	22	53	87	25	288	67,945	
Massachusetts									
1992	47	85	34	98	72	26	362	49,495	
1993	70	106	33	118	85	26	438	54,436	
1994	60	67	28	119	91	30	395	53,940	
1995	70	80	30	131	102	34	447	72,422	
1996	61	64	37	114	108	32	416	69,810	
1997	88	99	45	121	117	29	499	75,367	
1998	96	89	26	102	131	32	476	70,133	
1999	77	70	46	118	117	30	458	76,059	

^{1/} Wholesale value of sales as reported by growers with \$100,000 or more in sales of floriculture crops plus a calculated wholesale value of sales for growers with sales between \$10,000 - \$99,999. The value of sales for growers below the \$100,000 level was estimated by multiplying the number of growers in each size group by the mid-point of each dollar value range.

FLORICULTURE CROPS: Wholesale Value ^{1/} of Sales, 1990 - 1999
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

STATE & YEAR	Total Cut Flowers	Total Potted Flowering Plants	Total Foliage for Indoor or Patio Use	Total Bedding/Garden Plants	Total Cut Cultivated Greens	Total Wholesale Value of Reported Crops	1,000 Dollars
							1,000 Dollars
Connecticut							
1990	1,404	4,057	2/	13,581	2/	21,223	
1991	1,572	5,757	2,130	19,673	27	29,159	
1992	1,564	5,716	2,012	20,325	--	29,617	
1993	1,999	7,244	2,782	20,981	--	33,006	
1994	1,421	7,343	2,439	22,974	--	34,177	
1995	1,611	6,728	2,798	27,419	--	38,556	
1996	1,742	7,166	2,346	31,439	--	42,693	
1997	1,630	6,369	1,071	43,084	--	52,154	
1998	1,500	7,319	584	48,098	--	57,501	
1999	1,162	8,701	743	50,139	--	60,745	
Massachusetts							
1990	6,780	9,279	2/	11,770	2/	29,828	
1991	8,140	7,369	1,830	11,582	--	28,921	
1992	7,821	9,784	2,174	17,581	--	37,360	
1993	7,997	8,765	1,599	21,510	--	39,871	
1994	5,800	10,186	1,257	23,602	--	40,845	
1995	6,645	11,491	3,531	36,130	--	57,797	
1996	6,030	11,765	3,310	35,655	--	56,760	
1997	5,200	9,311	3,726	41,740	--	59,977	
1998	4,826	9,159	3,321	39,897	--	57,203	
1999	4,229	9,321	7,418	40,916	--	61,884	

^{1/} Wholesale equivalent value of all sales for all crops except potted foliage plants; for potted foliage plants, value is based on net value of sales.

^{2/} Not published to avoid disclosing individual operations.

**CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants,
Production for 1998 - 1999 with 2000 Intentions**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Quantity Sold				Pots Intended for 2000		
			Less Than 5 Inch		5 Inch or More				
	1998	1999	1998	1999	1998	1999	1998	1999	
	Number		1,000 Pots						1,000 Pots
Potted Flowering Plants									
Florist Chrysanthemums	12	13	12	9	89	82	101	91	86
Cyclamens	8	10	1/	6	18	15	18	21	--
Finished Florist Azaleas	7	5	1/	1/	18	11	18	11	12
Easter Lilies	24	24	1/	1/	193	295	193	295	185
Poinsettias	47	48	190	237	612	923	802	1,160	1,166
African Violets ^{2/}	--	--	--	--	--	--	--	--	--
Kalanchoe ^{2/}	--	--	--	--	--	--	--	--	--
Orchids ^{2/}	--	--	--	--	--	--	--	--	--
Other Flowering Plants	37	33	335	272	574	455	909	727	676
Potted Bedding/Garden Plants									
Hardy/Garden Chrysanthemums	61	61	164	153	1,266	1,421	1,430	1,574	1,558
Geraniums (Cuttings)	70	70	771	743	258	258	1,029	1,001	1,000
Geraniums (Seed)	16	16	509	525	2/	2/	509	525	524
Impatiens	18	19	35	35	42	24	77	59	66
New Guinea Impatiens	62	66	505	348	130	123	635	471	467
Petunias	16	23	88	48	61	8	149	56	56
Other Flowering & Foliar Type Bedding	75	74	2,122	2,906	4,643	3,804	6,765	6,710	6,926
Vegetable Type Bedding Plants ^{2/}	--	--	--	--	--	--	--	--	--

^{1/} Pot sizes have been combined to avoid disclosure of individual operations.

^{2/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

**CONNECTICUT: Potted Flowering Plants, Potted Bedding/Garden Plants,
Sales, Price and Value for 1998 - 1999**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{1/}		
			Less Than 5 Inch		5 Inch or More				
	1998	1999	1998	1999	1998	1999	1998	1999	
	Percent		Dollars				1,000 Dollars		
Potted Flowering Plants									
Florist Chrysanthemums	87	89	1.26	1.40	2.96	2.90	279	250	
Cyclamens ^{2/}	93	82	3/	2.15	4.00	4.69	72	83	
Finished Florist Azaleas ^{2/}	97	95	3/	3/	3.48	3.13	63	34	
Easter Lilies ^{2/}	96	97	3/	3/	3.46	3.24	668	956	
Poinsettias	91	96	1.91	1.85	3.97	4.00	2,793	4,130	
African Violets ^{2/}	--	--	--	--	--	--	--	--	
Kalanchoe ^{3/}	--	--	--	--	--	--	--	--	
Orchids ^{3/}	--	--	--	--	--	--	--	--	
Other Flowering Plants ^{2/}	76	76	2.08	2.24	2.97	3.33	2,402	2,124	
Potted Bedding/Garden Plants									
Hardy/Garden Chrysanthemums	83	86	1.04	1.05	1.89	2.04	2,563	3,059	
Geraniums (Cuttings)	61	67	1.56	1.66	2.47	2.71	1,840	1,933	
Geraniums (Seed) ^{2/}	91	86	0.62	0.75	3/	3/	316	394	
Impatiens	74	74	0.77	0.77	3.16	1.77	160	69	
New Guinea Impatiens	78	77	1.26	1.48	2.59	2.83	973	863	
Petunias	81	40	0.94	0.83	1.96	1.68	202	53	
Other Flowering & Foliar Type Bedding Plants	40	81	1.48	2.43	3.42	3.17	19,020	19,120	
Vegetable Type Bedding Plants ^{3/}	--	--	--	--	--	--	--	--	

^{1/} Wholesale equivalent value of all sales.

^{2/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.

^{3/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Production for 1998 - 1999 with 2000 Intentions**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity		2000 as Percent of 1999
			Sold	Intended 2000	
	1998	1999	1998	1999	
Bedding/Garden Plants (Flats)	Number		1,000 Flats		Percent
Geranium	8	9	35	38	38 100
Impatiens	64	63	477	432	439 102
New Guinea Impatiens	11	13	27	48	45 94
Petunias	63	64	176	186	190 102
Other Flowering & Foliar Type Bedding Plants	80	78	1,545	1,494	1,580 106
Vegetable Type Bedding Plants	43	56	235	268	262 98
Hanging Baskets	Number		1,000 Baskets		Percent
Foliage	9	12	43	45	45 100
Geraniums	47	58	87	108	108 100
Impatiens	41	45	101	79	79 100
New Guinea Impatiens	54	61	132	135	135 100
Petunias	44	53	51	77	76 99
Other Flowering	75	80	458	521	523 100
Potted Foliage Plants	Number		1,000 Square Feet		Percent
	12	15	154	210	210 100

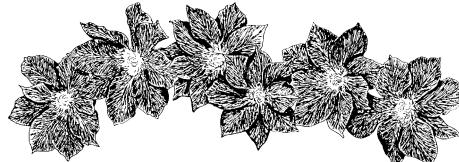
**CONNECTICUT: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants,
Sales , Price and Value for 1998 - 1999**
(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	1998	1999	1998	1999	1998	1999
	Percent	Percent	Dollars	Dollars	1,000 Dollars	1,000 Dollars
Bedding/Garden Plants (Flats)						
Geranium	100	87	9.60	9.16	336	348
Impatiens	85	87	6.28	6.63	2,996	2,864
New Guinea Impatiens	83	89	8.58	9.14	232	439
Petunias	84	87	6.38	7.15	1,123	1,330
Other Flowering & Foliar Type Bedding Plants	88	89	6.46	6.46	9,981	9,651
Vegetable Type Bedding Plants	74	72	6.43	6.25	1,511	1,675
Hanging Baskets						
Foliage	96	94	4.79	4.72	206	212
Geraniums	75	74	6.41	6.93	558	748
Impatiens	92	87	5.28	6.68	533	528
New Guinea Impatiens	82	86	6.30	6.48	832	875
Petunias	76	82	6.09	7.09	311	546
Other Flowering	79	87	5.71	6.06	2,615	3,157
Potted Foliage Plants ^{2/}	86	70	--	--	378	531

^{1/} Wholesale equivalent value of all sales.^{2/} Value of sales is gross value of sales less cost of plant material purchased from other growers for growing on.

CONNECTICUT CUT FLOWER STATISTICS:

A detailed table for cut flowers by plant material is not included to avoid disclosure of individual operations.



MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants,**Production for 1998 - 1999 with 2000 Intentions**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Quantity Sold				Pots Intended for 2000	
			Less Than 5 Inch		5 Inch or More			
	1998	1999	1998	1999	1998	1999		
	Number		1,000 Pots				1,000 Pots	
Potted Flowering Plants								
Florist Chrysanthemums	14	8	1/	1/	31	21	31	21
Cyclamens	20	24	--	80	28	31	78	111
Finished Florist Azaleas	15	10	--	5	16	22	17	27
Easter Lilies	39	40	1/	1/	250	253	250	253
Poinsettias	78	77	234	257	715	706	949	963
African Violets ^{2/}	--	--	--	--	--	--	--	--
Kalanchoe ^{2/}	--	--	--	--	--	--	--	--
Orchids ^{2/}	--	--	--	--	--	--	--	--
Other Flowering Plants	61	47	358	502	557	427	915	929
Potted Bedding/Garden Plants								
Hardy/Garden Chrysanthemums	92	96	85	111	966	1,145	1,051	1,256
Geraniums (Cuttings)	118	106	1,661	1,488	380	469	2,041	1,957
Geraniums (Seed)	40	38	688	699	1/	1/	688	699
Impatiens	50	45	381	352	66	46	447	398
New Guinea Impatiens	107	96	427	393	80	74	507	467
Petunias	49	53	67	73	61	64	128	137
Other Flowering & Foliar Type Plants	106	104	2,290	2,583	2,586	2,525	4,876	5,108
Vegetable Type Bedding Plants	50	55	832	796	171	198	1,003	994

^{1/} Pot sizes have been combined to avoid disclosure of individual operations.^{2/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.**MASSACHUSETTS: Potted Flowering Plants, Potted Bedding/Garden Plants, Sales, Price and Value for 1998 - 1999**

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Percent of Sales at Wholesale		Wholesale Price				Value of Sales at Wholesale ^{1/}	
			Less Than 5 Inch		5 Inch or More			
	1998	1999	1998	1999	1998	1999		
	Percent		Dollars				1,000 Dollars	
Potted Flowering Plants								
Florist Chrysanthemums ^{2/}	49	16	3/	3/	2.79	2.81	86	59
Cyclamens	76	85	2.75	2.80	5.63	5.63	295	399
Finished Florist Azaleas	67	85	2.75	2.09	7.94	9.87	130	228
Easter Lilies ^{2/}	84	88	3/	3/	3.71	4.03	928	1,020
Poinsettias	58	69	1.40	1.47	4.98	5.25	3,888	4,084
African Violets ^{3/}	--	--	--	--	--	--	--	--
Kalanchoe ^{3/}	--	--	--	--	--	--	--	--
Orchids ^{3/}	--	--	--	--	--	--	--	--
Other Flowering Plants	63	66	1.48	1.35	4.35	4.26	2,953	2,497
Potted Bedding/Garden Plants								
Hardy/Garden Chrysanthemums	60	66	1.08	1.10	2.14	2.34	2,159	2,801
Geraniums (Cuttings)	66	62	1.54	1.52	3.72	3.68	3,972	3,988
Geraniums (Seed) ^{2/}	70	70	0.93	0.88	3/	3/	640	615
Impatiens	77	81	0.87	0.89	1.97	1.93	461	402
New Guinea Impatiens	59	59	1.43	1.54	2.88	4.16	841	913
Petunias	73	68	1.04	1.23	1.93	2.08	187	223
Other Flowering & Foliar Type Bedding Plants	80	84	1.30	1.37	3.24	3.22	11,356	11,669
Vegetable Type Bedding Plants	81	88	0.99	1.08	1.69	1.76	1,113	1,208

^{1/} Wholesale equivalent value of all sales.^{2/} Pot price is a weighted average of all pot sizes reported to avoid disclosure of individual operations.^{3/} Selected plant materials or pot sizes are not published to avoid disclosure of individual operations. These items are NOT included in any other categories.

MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants

Production for 1998 - 1999 with 2000 Intentions

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Producers		Total Quantity		2000 as Percent of 1999
	1998	1999	Sold	Intended 2000	
	Number		1,000 Flats		Percent
Bedding/Garden Plants (Flats)					
Geraniums	23	21	68	58	67
Impatiens	98	91	326	319	345
New Guinea Impatiens	20	17	19	17	17
Petunias	100	89	154	129	139
Other Flowering & Foliar Type Bedding	112	106	1,011	1,054	1,037
Vegetable Type Bedding Plants	76	81	180	154	161
Hanging Baskets					
Foliage	14	18	114	361	323
Geraniums	95	97	119	120	121
Impatiens	98	95	108	101	107
New Guinea Impatiens	92	81	120	118	122
Petunias	78	87	59	58	58
Other Flowering	110	111	361	394	420
Potted Foliage Plants					
	20	15	329	602	602
			1,000 Square Feet		Percent
					100

MASSACHUSETTS: Bedding/Garden Plants (Flats), Hanging Baskets, Potted Foliage Plants

Sales, Price and Value for 1998 - 1999

(Summarized from interviews of all known growers with \$100,000 or more in Floriculture sales)

ITEM	Percent of Sales at Wholesale		Wholesale Price		Value of Sales at Wholesale ^{1/}	
	1998	1999	1998	1999	1998	1999
	Percent		Dollars		1,000 Dollars	
Bedding/Garden Plants (Flats)						
Geraniums	58	49	8.78	8.48	597	492
Impatiens	38	39	7.57	7.69	2,468	2,453
New Guinea Impatiens	70	57	8.01	8.89	152	151
Petunias	46	45	7.51	7.48	1,157	965
Other Flowering & Foliar Type Bedding	52	52	7.86	7.68	7,946	8,095
Vegetable Type Bedding Plants	51	49	7.79	7.95	1,402	1,224
Hanging Baskets						
Foliage	92	99	6.38	5.82	727	2,101
Geraniums	57	59	7.20	7.53	857	904
Impatiens	60	55	5.61	5.93	606	599
New Guinea Impatiens	69	69	6.81	6.87	817	811
Petunias	64	55	7.65	8.40	451	487
Other Flowering	74	69	7.52	7.40	2,715	2,916
Potted Foliage Plants^{2/}	94	98	—	—	2,594	5,317

^{1/} Wholesale equivalent value of all sales.^{2/} Value of sales is gross value of sales less cost of plant material purchased from other growers for growing on.**MASSACHUSETTS CUT FLOWER STATISTICS:**

A detailed table for cut flowers by plant material is not included to avoid disclosure of individual operations.

